**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**B.VOC FASHION TECHNOLOGY**

**SEMESTER – 1**

**LEVEL – 4**

**Q.P – ASSISTANT FASHION DESIGNER**

**REFERENCE ID: AMH/Q1210**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**DIPLOMA IN FASHION TECHNOLOGY**

**Semester – I**

**w.e.f. 2016-17**

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| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | | **Max. Marks** | | | **Exam Duration** | | |
| **1.** | **BVFT (101)** | Fashion Art and Design Concept (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 2. | **BVFT (102)** | Sewing Techniques and Equipments (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 3. | **BVFT (103)** | Drafting and Pattern Making (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 4. | **BVFT (104)** | Fashion Marketing and Merchandising (Th.) | | 3 | | 3 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 5. | **BVFT (105)** | Sewing Techniques (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 6. | **BVFT (106)** | Fashion Illustration (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 7. | **BVFT (107)** | Surface Ornamentation (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 8. | **BVFT (108)** | Workshop | | 3 | | 6 | | | **25 (20 + 5\*)** | | | 3 Hrs. | | |
| **9.** | **BVCOM-1** | Communication Skills (Th.)  (Pr.) | | 2  2 | | 2  4 | | | **50 (40 + 10\*)**  **25 (20 + 5\*)** | | | 3 Hrs. | | |
| **10.** | **104** | Basics of Computer (Th.)  (Pr.) | | 2  2 | | 2  4 | | | **50 (40 + 10\*)**  **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **11.** |  | Industrial visit | | 1 | | - | | | **-** | | | - | | |
|  |  | **Total Marks** | | **30** | | **45** | | **550(440 + 110\*)** | | | - | | |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 1st Syllabus is formed according to the QP Assistant Fashion Designer Level- 4**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**DIPLOMA IN FASHION TECHNOLOGY**

**Semester – I**

**w.e.f. 2016-17**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | **Max. Marks** | **Exam Duration** | |
| **1.** | **BVFT (101)** | Fashion Art and Design Concept (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 2. | **BVFT (102)** | Sewing Techniques and Equipments (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 3. | **BVFT (103)** | Drafting and Pattern Making (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 4. | **BVFT (104)** | Fashion Marketing and Merchandising (Th.) | | 3 | | 3 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 5. | **BVFT (105)** | Sewing Techniques (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 6. | **BVFT (106)** | Fashion Illustration (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 7. | **BVFT (108)** | Workshop | | 3 | | 6 | | **25 (20 + 5\*)** | | 3 Hrs. |
| **Total** | | **Skill Component** | | **18** | | **27** | | **325** | | **-** |
| 8. | **BVCOM-1** | Communication Skills (Th.)  (Pr.) | | 2  2 | | 2  4 | | **50 (40 + 10\*)**  **25 (20 + 5\*)** | | 3 Hrs. |
| **9.** | **104** | Basics of Computer (Th.)  (Pr.) | | 2  2 | | 2  4 | | **50 (40 + 10\*)**  **50 (40 + 10\*)** | | 3 Hrs. |
| **10.** | **BVFT (107)** | Surface Ornamentation (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **11.** |  | Industrial visit | | 1 | | - | | **-** | | - |
| **Total** | | **General Education Components** | | **12** | | **18** | | **225** | | **-** |
| **GRAND TOTAL** | | **Skill Component and**  **General Education Components** | | **18 + 12 = 30** | | **27 + 18 = 45** | | **325 + 225 = 550** | | **-** |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 1st Syllabus is formed according to the QP Assistant Fashion Designer Level- 4**

**Semester – I**

**BVFT- 101: Fashion Art and Design Concept**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Origin and History of Fashion.
* Fashion terminologies.
* Design – Types (Structural and Decorative Designs)
* Design – Definition, Elements of Design, Principle of Design, Components of Design
* Definition of Colour – Colour Theory, Dimensions of Colour, Colour Schemes, Colour Wheel, Colour Types.

**UNIT-II**

* Fashion Theories
* Fashion Forecasting - Fashion Cycle
* Factors affecting Fashion
* Fabric Sourcing
* Market Survey – Elements and Principles.
* Knowledge of latest fashions based on Age, Gender, Balance, Nationality, Occupation, Socio-economic Status, Climatic Conditions and Technological Developments.
* Traditional Indian Textiles – Motifs, Colour Combination, Design, Accessories and Embellishment.

**Reference:**

1. Alkazi. R and Alkazi E. Ancient Indian Costumes for Art Heritage. Pauls Press.
2. Ghurye.G.S. Indian Costumes. Popular Prakshan.
3. Bradley. (1970) A History of World Costumes.Peter Owen Ltd.
4. Black J.A. “A History of Fashion” Orbis Publishing.
5. Kumar Ritu, “Costumes and Textiles of Royal India.” Christies Book Ltd, London, 1999.
6. Gurey G.S., “Indian costumes,” The Popular Book Depot.

**Semester - I**

**BVFT- 102: Sewing Techniques and Equipments**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Introduction to Sewing, Sewing Equipments and Supplies.
* Introduction and Handling of Sewing machines, its parts, their working and maintenance.
* Sewing Techniques – Basic hand stitches – Basting, running, tacking, hand over-cast, hemming stitches – plain and blind, slip stitch, tailor’s tack.
* Seam and Seam Finishes – Definition, types of seam finishes and their applications.
* Fullness – Darts, tucks, pleats, gathers – definition, types of seams finishes and their applications.

**UNIT-II**

* Yokes – Definitions, purpose with and without fullness, applications and construction.
* Sleeves – definition, terms and types.
* Collars – definition, terms, types and styles.
* Different types of Pockets.
* Different types of Skirts.
* Sewing problems and their solutions.
* Threading and Bobbin winding.

**Reference:**

1. Doongaji & Deshpandey. Basic Process and Clothing construction. Raj Prakashan.
2. Zarapkar. System of Cutting. Navneet Publication.
3. Colton, V. (1987). Complete Guide to Sewing by Readers Digest.
4. Allynie. Creative Sewing. McGraw-Hill Book Co.INC
5. Thomas Anna Jocob, “The art of sewing”, USB publishers New Delhi, 1994.
6. Readers Digest sewing Book.

**Semester - I**

**BVFT- 103: Drafting and Pattern Making**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Introduction of Drafting and Pattern Making
* Importance of Drafting and Pattern Making and their Scope
* Terminology used in Drafting & Pattern Making

Flat Pattern Making, Template Working Patterns, Production Patterns, Design Specification Sheet, Pattern Chart, Cost-Sheet, Grain, Dart, Dart legs, Dart intake, Vertical Lines, Horizontal Lines, Symmetric and Asymmetric Lines, Style Number, Pattern Size.

* A Study of Tools & Equipments

1. Measuring Tools
2. Marking Tools
3. Cutting Tools

**UNIT-II**

* A study of Anthropometric

1. List of Measurements
2. Taking Body Measurement
3. Standard Size Chart

* Pattern Development : Drafting, Flat Patterns, Slash and Spread and Pivot Methods
* Fabric Estimations and its importance
* Fitting: Good Fitting, Fitting Problems and their solution.
* Basics of Commercial Paper Pattern

1. Pattern Envelop
2. Pattern Making
3. Pattern Layout

**Reference:**

1. Helen Joseph Armstrong, Pattern Making for Fashion Design, 2000, Dorling Kindersley (India) Pvt. Ltd. India
2. Sandra Betzina, Fast fit- Easy Pattern Alteration for Every Figure, 2003 Taunton Pr.
3. Kathleen Maggio, Altered Clothing.
4. Pati Palmen and Susan Pletsch, Easy, Easier, Easiest Tailoring, 2000, published by Palmer/ Pletsch Inc.
5. Mullick, Prem Lata, Garment contructions skills, Kalyani Publishers, New Delhi.
6. Martin M. Shober, “Pattern cutting Making up” CBS Publishers, New Delhi.

**Semester - I**

**BVFT- 104: Fashion Marketing and Merchandising**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Introduction to Merchandising
* Fashion Marketing
* Role of Merchandiser
* Product Development & Product Cycles
* Types of Merchandising
* Selection of Fabric – Esthetic Consideration and Practical Consideration.

**UNIT-II**

* Promotional Activities of Govt. Organization.
* Analysis of Consumer markets and buyer behavior.
* Costing – Basic Costing, Importance, Types, Merits and Demerits.
* Export Pricing, Merits and Demerits.
* Advertising, Scope, Importance, Types, Merits and Demerits.
* Sales Promotion, Personal Selling
* Retail Management – Types of Retail operations
* Couture and ready to wear.

**Reference:**

1. Jeannette, Guerreiro & Judelle (1987) Inside the Fashion Buying. Macmillan Publishing. Co.
2. Greenwood & Murphy (1978). Fashion Innovation & Marketing. Macmillan Publishing. Co.
3. Easy, M. (1994). Fashion Marketing. Blackwell Science
4. Kotler Phillip (2000) Marketing Management Prentice Hall.
5. Kotler Phillip, “Marketing Management” Prentice Hall, New Delhi, 2000.
6. Elaine stone, Jean A Samples, “Fashion Merchandising” MC Graw Hill Book, 1985.
7. Colbornbe Robert, “ Visual Merchandising, The Business of Merchandise

Presentation, Thomson Delinar Learning, USA.

**Semester – I**

**BVFT- 105**: **Lab. Sewing Techniques**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

Making samples of the following

* Basic Hand Stitches

1. Basting-(even, uneven and diagonal)
2. Tailors Tacks
3. Back Stitch
4. Hemming-Visible and Invisible

* Application of Fasteners with minimum 3 samples

Buttons and Button Holes, Hooks and Eyes, Hammers ones

* Applications and Samples of Shaping Devices

1. Tucks-plain, cross, shell, released, group
2. Pleats-Knife, Box, Invisible and Kick
3. Gathers
4. Neck Lines- Round, Square, V Shape etc.
5. Patch Pocket

* Sample making of the following:-

Plackets- Two Pieces, Continuous

Application of different types of trimming laces, piping, binding, appliqué.

Seams and seam finishing- plain, flat, run and fell, French, Mantua Maker’s Seam, counter, over lock, hand over cast turned and stitched.

* Drafting and Construction of following:-

Bib, Jhabla, Diaper, Bloomer and Panty.

Romper with patch pocket.

**Semester – I**

**BVFT-106**: **Lab. Fashion Illustration**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

Introduction to art media and its applications

The basic drawing and rendering of equipments using pencils, crayons, poster colors, water colors, pencil colors.

Free hand sketching of land objects of day to day life-- flowers, flowerpots. Natural objects—houses, basic geometrical figures composed into interesting composition by combining different shapes (geometric).

Color – Preparation of color wheel, grey scales, color schemes, tints and

shades.

Figure Stylization – Illustrations – Basic croquis, division of the body to make the 8, 10 and 12 head figure.

Sketching of pictures from magazines with straight postures.

Rendering of different fabric appearances using wet mediums like poster or acrylic.

Sketching of different views of face, eye, nose, hands, legs and hairstyles.

**Semester – I**

**BVFT- 107**: **Lab. Surface Ornamentation**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

* Basic Embroidery Stitches (Make Samples of each)

Running, Stem, Chain, Feather, Bone, Lazy Daisy, French knot, Satin, Herring bone, long & short, spider stitch, Bullion Stitch.

* Sample making by using following techniques

Tie and Dye, Block Painting

* Sample making of following Traditional Embroideries
* Kasuti of Karnataka
* Chikankari of Uttar Pradesh
* Kantha of Bengal
* Kashida of Kashmir
* Tribal Traditional Embroidery
* Phulkari of Punjab
* Kutch of Gujrat
* Sindhi of Sindh
* Preparation of two articles using two different techniques of Surface Ornamentation.

**Semester – I**

**BVFT- 108**: **Lab. Work Shop**

**M. Marks: 25**

**Pr.: 20**

**Int. Assessment: 5**

**Duration of Exam: 3 Hrs**

* A compulsory workshop for 10 days on Weaving, Fabric Printing and Dyeing.
* Report writing of the same
* Portfolio making of the same
* Viva

**Semester - I**

**BVCOM - 1: Communication Skills**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs**

**Instructions for the Examiner:** The examiner will set nine questions in all, selecting four questions from each section/unit and one compulsory objective type question.

**Instructions for the Candidate:** The candidate will attempt five questions in all, selecting at least one question from each unit as well as compulsory question.

**OBJECTIVES**

* To acquire skills for the effective communication.
* To communicate pleasantly with visitors to office using correct terminology related to textile and fashion designing work, make notes and write simple letters

**COURSE CONTENTS**

**THEORY**

**UNIT – I**

Spotting the errors pertaining to Nouns, Pronouns, Adjective and Adverbs, Concord (Grammatical Concord, National Concord) and the Principal of Proximity between Subject and Verb.

* Changing the Voice: From Active to Passive and vice-versa
* Lexis: Idioms and phrases: Words Often Confused, One-word Substitutes, Formation of Words (Suffixes, Prefixes and Derivatives).

**UNIT – II**

* Communication its meaning and its importance, one way and two way communication, Essentials of good Communication, Methods of communication - oral, written and non verbal.
* Introduction to principal components of spoken English- Transcription, Word-Accent, Intonation, Weak Forms in English.
* Developing Reading and Writing Skills through tasks/ activities as Developing Outlines, Key Expressions, Situation, Slogan Writing and Theme Building Exercises, Dialogue Writing, Interpreting Pictures/Cartoons

**PRACTICAL**

**M. Marks: 25**

**Pr.: 20**

**Int. Assessment: 5**

**Duration of Exam: 3 hrs**

Developing, Listening and Speaking Skills through Various activities such as

1. Role play Activities
2. Practicing Short Dialogues
3. Debates
4. Speeches
5. Listening to News Bulletins
6. Viewing and Reviewing of TV Programmes
7. Mock Interview

**REFERENCES**

* Aysha Viswamohan, “English for Technical Communication”, Tata Mc-Graw – Hill Publishing Company Ltd., New Delhi, 2008.
* Dorothy E Zemach and Lynn Stafford Yilmaz, “Writers at Work**:** The Essay”, Cambridge University Press, Cambridge, 2008.
* E.Suresh Kumar and P. Sreehari, “A Handbook for English Language Laboratories”, Osmania University, Hyderabad, 2011

Mark Ibboston, ”Cambridge English for Engineering”, Cambridge University Press, UK, 2011.

**Semester - I**

**104 – Basic of Computer**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs**

**Instructions for the examiners:** The examiner will set seven questions in all. All the questions will carry equal marks. Question No. 1 will be compulsory consisting of 5-10 short type questions and will be spread over the entire syllabus. The remaining six questions will be set from Unit I and II, three questions from each unit will be set.

**Instructions for the candidates:** The candidates are required to attempt five questions. Question

No.-1 will be compulsory; remaining four questions will be attempted by selecting two questions from each unit.

**Unit – I**

* Introduction to Computer: Data, Processing, information, Classification and evaluations of computers. Configurations of computers. Resolution Factor, Raster and Vector Data and image processing.
* Computer hardware – central processing, main memory, secondary memory, I/O Devices.
* Operation System (OS) Basic Concepts of MS – DOS / Windows 9X/NT or system management.
* Word processing: Work sheet, basic database, Business charts (Pie, Line Bar etc.) operations and professional presentation formations.

**Unit – II**

* Computer Applications in various fields of Fashion Industry, Fashion Communication through Digital Techniques, Fashion Photography, Latest Scanners.
* Current Trends: Internal, Latest net explorers installation, configuration and applications, Search engines.
* Introduction to the Computer Operations – Hardware and Software, Understanding OS and Basic System Management, Trouble Shooting operations.
* Word processing software, preparation, saving and printing of text documents.

**Semester - I**

**104 – Lab Computer**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs**

* Word processing software, preparation, saving and printing of text documents.
* Operation systems (os) basic concepts of MS- DOS/ Windows 9X/ NT or system management.
* Word processing: work sheet, basic database, business charts (Pie, Line bar) operation and professional presentation formation.
* Current trends: internal, latest net explorer installation, configuration and application and search engines.
* Word processing software, preparation, saving and printing of text documents.

**References:**

* Winfred Aldrick, CAD in clothing and textiles, Blackwell Science, 1994.
* Annual World, Computer in the World of Textiles Institute, UK.

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**B.VOC FASHION TECHNOLOGY**

**SEMESTER – 2**

**LEVEL – 5**

**Q.P – FASHION DESIGNER**

**REFERENCE ID: AMH/Q1201**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**DIPLOMA IN FASHION TECHNOLOGY**

**Semester - II**

**w.e.f. 2016-17**

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| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | | **Max. Marks** | | | **Exam Duration** | | |
| **1.** | **BVFT (111)** | Textile Science (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 2. | **BVFT (112)** | Fashion Photography (Th.) | | 3 | | 3 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 3. | **BVFT (113)** | Fabric Construction (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 4. | **BVFT (114)** | Garment Construction (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 5. | **BVFT (115)** | Textile Science (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 6. | **BVFT (116)** | Fashion Design and Illustration (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 7. | **BVFT (117)** | Garment Construction (Pr.) | | 3 | | 6 | | | **100 (80 +20\*)** | | | 3 Hrs. | | |
| 8. | **BVFT (118)** | CAD – I (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **9.** | **BVFT (119)** | Industrial Training | | - | | - | | | **25 (20 + 5\*)** | | | 3 Hrs. | | |
| **10.** | **BVCOM-2** | Communication Skills (Th.)  (Pr.) | | 2  2 | | 2  4 | | | **50 (40 + 10\*)**  **25 (20 + 5\*)** | | | 3 Hrs. | | |
| **11.** | **ES-68** | \*\* Environmental Science (Th.)  (Pr.) | | 2  2 | | 2  4 | | | **75**  **25** | | | - | | |
| **12.** |  | Industrial Visit | | 1 | | - | | | **-** | | | - | | |
|  |  | **Total Marks** | | **30** | | **45** | | **550(440 + 110\*)** | | | - | | |

**\*Internal Assessment**

**\*\*Indicates that marks are not included in the grand total being a qualifying subject.**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 2nd Syllabus is formed according to the QP Fashion Designer Level- 5**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**DIPLOMA IN FASHION TECHNOLOGY**

**Semester - II**

**w.e.f. 2016-17**

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| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | **Max. Marks** | **Exam Duration** | |
| **1.** | **BVFT (111)** | Textile Science (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 2. | **BVFT (113)** | Fabric Construction (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 3. | **BVFT (114)** | Garment Construction (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 4. | **BVFT (115)** | Textile Science (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 5. | **BVFT (116)** | Fashion Design and Illustration (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 6. | **BVFT (117)** | Garment Construction (Pr.) | | 3 | | 6 | | **100 (80 +20\*)** | | 3 Hrs. |
| 7. | **BVFT (118)** | CAD – I (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 8. | **BVFT (119)** | Industrial Training | | - | | - | | **25 (20 + 5\*)** | | 3 Hrs. |
| **Total** | | **Skill Component** | | **18** | | **30** | | **425** | | **-** |
| 9. | **BVCOM-2** | Communication Skills (Th.)  (Pr.) | | 2  2 | | 2  4 | | **50 (40 + 10\*)**  **25 (20 + 5\*)** | | 3 Hrs. |
| **10.** | **ES-68** | \*\* Environmental Science (Th.)  (Pr.) | | 2  2 | | 2  4 | | **75**  **25** | | - |
| **11.** | **BVFT (112)** | Fashion Photography (Th.) | | 3 | | 3 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **12.** |  | Industrial visit | | 1 | | - | | **-** | | - |
| **Total** | | **General Education Components** | | **12** | | **15** | | **125** | | **-** |
| **GRAND TOTAL** | | **Skill Component and**  **General Education Components** | | **18 + 12 = 30** | | **30 + 15 = 45** | | **425 + 125 = 550** | | **-** |

**\*Internal Assessment**

**\*\*Indicates that marks are not included in the grand total being a qualifying subject.**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 2nd Syllabus is formed according to the QP Fashion Designer Level- 5**

**Semester - II**

**BVFT- 111: Textile Science**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Introduction of Textile Fibers – Definition, Classification of Fibers.
* Natural Fibers- Cotton, Silk, Wool, Jute. Manufacturing, Physical and Chemical Properties
* Manmade Fibre-Viscose, Nylon, Rayon, Polyester- Manufacturing, Physical and Chemical Properties.
* Brief Study of new Fibers- Spandex, Lycra
* Weaves, Classification of Weaves

**UNIT-II**

* Plain Weaves – Rib Weaves, Basket, Twill, Satin, Sateen.
* Decorative Weaves- Pile, Double Cloth Weave, Leno, Dobby and Jacquard Weave
* Classification of Yarns
* Simple Yarns
* Novelty Yarns- Slub, Spiral, Nub, Chenille
* Textured Yarns- Stretch Yarns, Bulk Yarns
* Blended Yarns.

**Reference:**

1. Norman Hollen and Jane Saddler “ Textiles” Second Edition. (1949), The MacMillan Co.NewYork. Collice- MacMillan Ltd London.
2. Sara.J. Kadolph and Anna L.Lanford Eight Edition (1993), Catologing Publications.
3. Bernard P. Corbman , Textiles Fibre to Fabric, McGraw, Hill International Editions, (1993), Catologing Publications.
4. Katharine Paddock, Textiles Fibres and their use – Sixth Edition (1954) Oxford and IBM Publishing Co. Calcutta, Bombay, New Delhi
5. Vilensky, “ Textile science”, CBS Publisheres, New Delhi, 1999.
6. Pizzoto’s J.J., “ Fabric science,” Fair Child Publicatrion, New York.
7. Mishra S.P., “ A Text book of Fiber science and technology, New age Instt., Delhi 2000 .

**Semester - II**

**BVFT –112: Fashion Photography**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Photography- Principle
* Indoor Photography – Lighting Techniques, Needs, Methods and Equipments
* Photography Techniques and Equipments for different fields- Modeling, Newspaper, Occasion,–Fashion Shows
* Camera Definition.
* Parts of Camera
* Classification and Types of Camera- Applications and Disadvantages

**UNIT-II**

Printing Techniques

* Photography using Digital Cameras
* Video Photography, Image Mixing.
* Application of Computers in Photography
* Outdoor Photography – Needs, Lighting Technique Methods and Equipments
* Comparison of Outdoor Photography with Indoor Photography.

**Reference:**

1. Unseen Vogue: The Secret History of Fashion Photography (Paperback) by Robin Derrick

**Semester - II**

**BVFT –113: Fabric Construction**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit – I**

* Different methods of fabric formation – weaving, knitting, felting, bonding, lace-making, knotting.
* Classification of fabrics and use, material, weaves construction, thickness, surface characteristics etc. Fabric construction methods, basic motion of weaving, looms- types and parts, shuttle and shuttle-less looms and basic weaving concepts. Woven structure representation, plain weave, warp section, weft section and graphical representation. Translation of wave into fabric design, draft, denting and lifting and inter- relationships.

**Unit – II**

* Elementary Weaves – Plain, twill and satin, influence of these weaves on fabric construction.
* Plain Weave – Warp weft, rib and their influence on fabric characteristics. Examples of their applications in fabrics. Modification of twill weaves – pointed, herring bone and diamond twill. Regular and irregular satin weaves and their application in fabrics.
* Fancy decorative weaves – dobby, jacquard, pile, leno, surface, figure lappet and double weave.

Reference:-

1. Sara J. Kadolph and Anna L. Langford, Textiles, Eight Edition. (1993), Cataloging Publications
2. Bernard P. Corbman, Textiles Fiber to Fabric, McGraw. Hill International Editions, (1993), Cataloging Publications
3. William S. Murphy, Fabric Science, 2003( Abhishek Publications)
4. Vilencky “ Textile Science” CBS Publishers, New Delhi.
5. Mishra S.P., “ A Text book of Fiber science and Technology”, New Delhi.
6. Pizzoto’s J.J. “Fabric Science”, Four Child Publication, New York.

**Semester - II**

**BVFT- 114: Garment Construction**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit – I**

* Introduction of sewing – History of sewing machine.
* Different types of sewing machines, their maintenance, common problems and their remedies.
* Principles of clothing – Socio-psychological aspects of clothing.
* Fabric Preparation.
* Handling special fabrics.
* Suitability of different fabrics for different garments.
* Principles of fitting, factors to be considered while fitting, common fitting problems, remedying fitting defects.

**Unit – II**

* A brief study of garment details- collars, sleeves, trimmings, fasteners, pockets and plackets.
* Lining, interlining, facing & interfacing.
* Clothing for different age groups.
* Clothing for different occasions.
* Different styles of garments – skirt, trouser, blouses, one piece dresses & coat.

**Reference:-**

1. Doongaji & Deshpandey. Basic Process and Clothing construction. Raj Prakashan.
2. Zarapkar. System of Cutting. Navneet Publication.
3. Colton, V..(1987). Complete Guide to Sewing by Readers Digest.
4. Helen Joseph Armstrong, Pattern Making for Fashion Design, 2000, Dorling Kindersley (India) Pvt. Ltd. India
5. Sandra Betzina, Fast fit- Easy Pattern Alteration for Every Figure, 2003 Taunton Pr.

**Semester - II**

**BVFT- 115**: **Lab. Textile Science**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

* Fibre Testing –
* Identification of Fibers
* Microscopic Test
* Burning Test, Solubility Test.
* Yarn Testing
* Determination of Yarn Count.
* Determination of Yarn Twist.
* Fabric Testing
* Fabric Particulars

Threads/inch

Yarn Crimp

Fabric Stiffness

Shrinkage

Abrasion Testing

Pilling Resistance.

**Semester - II**

**BVFT- 116**: **Lab. Fashion Design and Illustration**

**M. Marks: 50**

**Pr. : 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

Prepare the illustration for the following:-

1. Head Theory 8 ½, 10 ½ and 12 ½

* Stick Figure
* Block Figure
* Flesh Figure

1. Sketching of different Action Croques.

* Men
* Women
* Children

1. Wardrobe collection for Teenagers.

(Formal and Casuals) (Minimum 3 sheets each)

Formal Suits, Formal Lehngas, Formal Kurties, Casual Jeans Top, Skirt Top, Casual Suits.

* Drafting of Child Figures (Proportion)
  1. years, 2-3 years, 4-5 years, 6-8 years, 8-10 years
* Illustration of Figures (Child and Female) in Dresses.

1. Casual Wear, Sports Wear, Beachwear, Night suits, Party Wear, Bridal Wear, Ethnic Wear and Western Wear
2. Colouring of illustration using various medium (Poster Colour, Water Colour, Stedler, Oil Pastel)

* Designing Jewellery for Casual , Bridals and Party Wear (3 sheets each)
* Accessories: Shoes, Bags, Purses, Belts, Hats and Caps (2 sheets each).

**Semester – II**

**BVFT-117**: **Lab. Garment Construction**

**M. Marks: 100**

**Pr.: 80**

**Int. Assessment: 20**

**Duration of Exam: 3 hrs.**

Drafting and construction of following Garments

1. Frock – With gathers, puff sleeve & peterpan collar.
2. Ladies Shirt
3. Salwar and Pajami
4. Petticoat and Blouse
5. Plazo
6. Night Suit (8-10 years)

**Semester – II**

**BVFT-118**: **Lab. CAD-I**

**M. Marks: 50**

**Pr. : 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

* Introduction to Computers
* General introduction to powerpoint
* Study in detail the different tools of Corel Draw
* Create a composition of Geometrical Shape 8” X 8” block
* Design a traditional and contemporary Motifs
* Design a Logo and create a Brochure for your own label
* The software can be any one from the following

Lectra, TukaTeckInc.U.S.A

Gerber Garment Technology (GGT)

**Semester – II**

**BVFT-119**: **Industrial Training**

**M. Marks: 25**

**Pr.: 20**

**Int. Assessment: 5**

**Duration of Exam: 3 hrs.**

* A Compulsory industrial training for One month.
* Project Report of the same.

**Semester – II**

**BVCOM-2: Communication Skills - II**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs**

**Instructions for the Examiner:** The examiner will set nine questions in all, selecting four questions from each section/unit and one compulsory objective type question.

**Instructions for the Candidate:** The candidate will attempt five questions in all, selecting at least two questions from each unit as well as compulsory question.

**OBJECTIVES**

* To enable students to participate independently in conversations and discussions conducted in English.
* To familiarize students with basic letter patterns.
* To train the students in report writing and presentation of the same.
* To train the students in reading skills such as skimming, scanning and drawing inference from a text.
* To enable students to read literary text with understanding and enjoyment.

**COURSE CONTENTS**

**THEORY**

**UNIT –I**

* Vocabulary
* Writing and Discussion Skills
* Letter Writing ( Formal and Informal)

**UNIT II**

* Resume Writing
* Group Discussion, Interview Skills
* Email Writing, Advertisements and Notices

**PRACTICAL**

**M. Marks: 25**

**Pr.: 20**

**Int. Assessment: 5**

**Exam Duration: 3 hrs**

**Writing of letter to various companies/industries/any other institute to apply for a post of in your specific area**

* Students will include following contents in the submission.

-Subject

- Introduction of the applicant

-Education

-Reasons for the Job

-Willingness for the Interview.

**Writing of Resume**

* Students will include following contents in the submission:

-Name

-Personal and Family Introduction

-Educational qualification

-Co- curricular and Extra curricular

-On Job Training

- Projects

-Awards/ Merits

-Internship

**REFERENCES**

* Business communication by Dr. Rodrigue
* Developing Communication Skills by Krishna mohan & Meera Banerjee
* Essential English Grammar by Raymond Murphy
* Education & Communication for Development by O.P. Dahama & O.P. Bhatnagar

**Semester – II**

**ES - 68: Environment studies**

**M. Marks: 100**

**Theory: 75**

**Project: 25**

**Duration of Exam: 3 hrs.**

**NOTE:**

**Instruction for the examiners: -** The examiner will set nine questions in all. All the questions will carry equal marks. Question no. 1 (compulsory), consisting of 10-15 short type questions and other eight questions will be set from all seven units. Unit **–** 8 is field work. It is concerned with project only.

**Instructions for the candidates:-** The candidates are required to attempt five questions in all. Question no. 1 will be compulsory.

**Unit - 1**

**The Multi-disciplinary nature of environmental studies**

Definition, scope and importance

Need for public awareness.

**Unit - 2**

**Natural Resources**

**Renewable and Non-renewable resources:**

Natural resources and associated problems

1. Forest resources: Use and over exploitation, deforestation; case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
2. Water resources: Use and over- utilization of surface and ground water, floods, drought, conflicts over water, dam’s benefits and problems.
3. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
4. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
5. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy resources, case studies.
6. Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.

* Role of an individual in conservation of natural resources.
* Equitable use of resources for sustainable lifestyles.

**Unit - 3**

**Ecosystems**

* Concept of an ecosystem.
* Structure and function of an ecosystem.
* Producers, consumers and decomposers
* Energy flow in the ecosystem.
* Ecological succession.
* Food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystems:

(a) Forest ecosystem (b) Grassland ecosystem (c) Dessert ecosystem

(d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit - 4**

**Bio-diversity and its conservation**

* Introduction-definition: genetic, species and ecosystem diversity.
* Biogeographical classification of India.
* Value of Bio-diversity: consumptive use, productive use, social, ethical, aesthetic and option values.
* Bio-diversity at global, National and local levels.
* India as a mega-diversity Nation.
* Hot-spots of bio-diversity.
* Threats to Bio-diversity; Habitat loss, poaching of wildlife, man-wildlife conflicts.
* Endangered and endemic species of India.
* Conservation of Bio-diversity: In- situ and Ex- situ conservation of Bio-diversity.

**Unit - 5**

**Environmental Pollution**

Definition

* Causes ,effects and control measures of:

(a) Air pollution (b) Water pollution (c) Soil pollution d) Marine pollution

(e) Noise pollution (f) Thermal pollution (g) Nuclear hazards

* Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
* Role of individual in prevention of pollution.
* Pollution case studies
* Disaster management: Floods, earthquake, cyclone and landslides.

**Unit - 6**

**Social Issues and the Environment**

* From Unsustainable to Sustainable development
* Urban problems related to energy
* Water conservation , rain water harvesting , watershed management
* Resettlement and rehabilitation of people; its problems and concerns: case studies.
* Environmental Ethics: Issues and possible solutions.
* Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
* Wasteland reclamation.
* Consumerism and waste products.
* Environment Protection Act.
* Air (Prevention and Control of Pollution) Act.
* Water (Prevention and Control of Pollution) Act.
* Wildlife Protection Act
* Forest Conservation Act
* Issues involved in enforcement of environmental legislation.
* Public awareness

**Unit - 7**

**Human Population and the Environment**

* Population growth, Variation among Nations.
* Population explosion- Family Welfare Programme.
* Environment and Human health.
* Human Rights.
* Value Education.
* HIV/AIDS.
* Women and Child Welfare.
* Role of Information Technology in environment and human health.

**Unit - 8**

**Field work**

* Visit to a local area to document environmental assets- river/ forest/ grassland/ hill/ mountain.
* Visit to a local polluted site- Urban/ Rural/ Industrial/ Agricultural.
* Study of common plants, insects, birds.
* Study of simple ecosystems- pond, river, hill slopes, etc.

**Recommended Books:**

1.Environmental Studies, Gupta A.K and Kaur G., 4th edition, Tara Publications, Yamuna Nagar, Haryana.

2. Environmental Chemistry, A.K. De, Wiley Eastern Ltd., New Delhi.

3. Environmental Biotechnology, Agarwal S.K. (1998), APH Publishing Corporation,

New Delhi.

4. Environmental Science and Technology, Stankey E.M. (1997), Lewis Publishers,

New York.

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**B.VOC FASHION TECHNOLOGY**

**SEMESTER – 3 & 4**

**LEVEL – 6**

**Q.P – EXPORT MANAGER**

**REFERENCE ID: AMH/Q1603**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**ADVANCE DIPLOMA IN FASHION TECHNOLOGY**

**Semester – III**

**w.e.f. 2016-17**

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| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | | **Max. Marks** | | | **Exam Duration** | | |
| **1.** | **BVFT (201)** | Fashion Trend and Forecasting (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 2. | **BVFT (202)** | Knitting Technology (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 3. | **BVFT (203)** | Textile Processing (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 4. | **BVFT (204)** | Export Management (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 5. | **BVFT (205)** | Pattern Techniques (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 6. | **BVFT (206)** | Knitting Technology (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 7. | **BVFT (207)** | Textile Processing (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 8. | **BVFT (208)** | Fabric Artistry and Embroidery (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **9.** | **BC-1** | Business Communication (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **10.** | **BVEPD** | Export Procedure and Documentation (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
|  |  | **Total Marks** | | **30** | | **42** | | **500(400 + 100\*)** | | | - | | |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 3rd Syllabus is formed according to the QP Export Manager Level- 6**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**ADVANCE DIPLOMA IN FASHION TECHNOLOGY**

**Semester – III**

**w.e.f. 2016-17**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | **Max. Marks** | **Exam Duration** | |
| **1.** | **BVFT (202)** | Knitting Technology (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 2. | **BVFT (203)** | Textile Processing (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 3. | **BVFT (204)** | Export Management (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 4. | **BVFT (205)** | Pattern Techniques (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 5. | **BVFT (206)** | Knitting Technology (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 6. | **BVFT (207)** | Textile Processing (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 7. | **BVFT (208)** | Fabric Artistry and Embroidery (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **Total** | | **Skill Component** | | **18** | | **30** | | **350** | | **-** |
| 8. | **BC-1** | Business Communication (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **9.** | **BVEPD** | Export Procedure and Documentation (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **10.** | **BVFT (201)** | Fashion Trend and Forecasting (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **Total** | | **General Education Components** | | **12** | | **12** | | **150** | | **-** |
| **GRAND TOTAL** | | **Skill Component and**  **General Education Components** | | **18 + 12 = 30** | | **30 + 12 = 42** | | **350 + 150 = 500** | | **-** |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 3rd Syllabus is formed according to the QP Export Manager Level- 6**

**Semester-III**

**BVFT-201: Fashion Trend And Forecasting**

**M. Marks : 50**

**Theory Exam : 40**

**Int. Assessment : 10**

**Duration of Exam : 3 Hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question No. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions Q No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit-I**

* Fashion Concepts
* Fashion distribution - Department stores, specialty stores, chain stores, Mill showrooms, Factory outlets, Catalogue retail stores, Discount stores, Designer retail stores, Franchise retail store, Boutiques.
* Merchandising of fashion - Definition of fashion merchandising and visual merchandising.
* Promotion of fashion - Advertising, Publicity and Fashion shows.
* Fashion creation and manufacture - Fashion forecast, sources of inspiration, Fashion supplies.

**Unit-II**

* Forecasting Trends - Purpose of forecasting trends, how to use forecasting service.
* Consumer identification with fashion cycles - leaders, innovators, followers.
* Motives of consumer buying, fashion selection.
* Brief introduction to about roles/jobs in fashion/export houses.
* Brief introduction to world fashion centers - American, European, Japanese.
* Attitudes – beliefs, attitude and value, components and characteristics of attitudes, attitude theories, sources and functions of attitude.
* Personality – Its characteristics and theories, Self- concept and Marketing Segmentation.

**References**

1. Fashion from concept to consumer by Gini Stephens Frings.

2. Fashion Merchandising by stone and sample.

3. Swinney, John B, “Merchandising of Fashion,” Ronold press, 1942.

4. Jacob Solinger, “Apparel Manufacturing Handlook,” Van Nostrand Reinhold company,   
 1980.

5. Barton Roger, “Advertising Handlook,” Prentice Hall Inc, 1956.

6. Carr, H.C., “The Clothing Factory,” The Clothing Institute, Blackwell London, 1972.

7. Brockman, H.L., “The Theory of Fashion,” John Wiley & Sons, 1965

**Semester-III**

**BVFT-202: Knitting Technology**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question No. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions Q No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit-I**

 Definition of knitting and Terms used in knitting.

 Introduction to knitting technology.

 Classification of knitting - warp and weft knitting.

 Classification of weft knitting machines.

 Hand knitting and Machine knitting.

 Weft knitting elements - knitting needles, knitting cycles of Latch, Beard

**Unit-II**

 Basic warp knit stitches - underlap, closed lap, open lap.

* Basic weft knit stitches – Single jersey, rib, purl, interlock, float and tuck stitches.

 Knitted fabric defects.

 Indian knitting industry - past, present and future.

 Comparison of knitting and weaving.

 Difference between woven and knitted fabric defects.

 Warp knitting machines.

**References**

1. Prof. Ajgaonkar D.B., “Knitting Technology,” University Publishing Co. Mumbai.

2. Brackenbury Terry, “Knitting Clothing Technology,” Blackwell Science, U.K.

3. Spances David J., “Knitting Technology,” Pregoman Press, U.K.

**Semester – III**

**BVFT –203: Textile Processing**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

* Introduction of Textile Processing
* Steps in producing a fabric – Fibre processing, Yarn processing, Yarn preparation and Fabric preparation.
* Fabric Finishing:-

Preparatory processes (Singeing, Desizing, Scouring, Bleaching, Heat-setting).

Routine finishes – Beetling, Calendering, Antishrink, Permanent Setting.

Special purposes finish – Flame retardant, Water-repellent, Durable-press, Moth-proofing, Soil-repellent, Anti-static.

**UNIT-II**

* Define Dyeing, Stages of Dyeing, Methods of Dyeing, Classification of Dyeing.
* Define Printing, Methods of Printing, Types of Printing.
* Colour Fastness to Washing, Lighting Rubbing and Perspiration.
* Identifying Printing and Dyeing Defects.
* Dimensional Stability of Fabric.

**Reference:-**

1. Sara J. Kadolph and Anna L. Langford, Textiles, Eight Edition. (1993), Cataloging Publications
2. Bernard P. Corbman, Textiles Fiber to Fabric, McGraw. Hill International Editions, (1993), Cataloging Publications
3. William S. Murphy, Fabric Science, 2003( Abhishek Publications)
4. Vilencky “ Textile Science” CBS Publishers, New Delhi.
5. Mishra S.P., “A Text book of Fiber science and Technology”, New Delhi.
6. Pizzoto’s J.J. “Fabric Science”, Four Child Publication, New York.

**Semester - III**

**BVFT- 204: Export Management**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit - I**

* Introduction to EXIM Trade:-What is Export and Import, Different policies and procedures.
* Sample :-

What is a Sample.

How does a sample helps an Exporter & Importer.

Different mediums of sending a sample.

* Appointment of an overseas commission agents:-

Commission agent and distributor meaning.

Difference between commission agent and distributor.

How to approach an agent and what to write.

Different items to be signed and cleared in an agreement.

Registration and remittance of commission.

* Processing of an Export Order

Various steps involved during processing of an Export Order. Export House Visit

**UNIT - II**

* Export Documents
* Export Contract
* Packing & Packaging / Marking & Labeling

Difference between Packing & Packaging.

Different types of Packing & Packaging material used.

Different specification to be kept in mind while doing Packing & Packaging.

Difference between Marking & Labeling.

* Pre- Shipment Inspection & Quality assurance:

What is Pre-Shipment Inspection.

* ISO-9000 – Meaning, Different series involved in it.

Referance:-

1. Finance of Foreign Trade and Foreign Exchange – G.S. LALL

2. International Finance Theory and Practice –V.A.AVADHANI

3. Foreign Trade Finance – JEEVANANDAM

4. Guidelines for exports

**Semester-III**

**BVFT-205 : Lab. Pattern Techniques**

**M. Marks : 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam : 3 Hrs.**

**Detailed Contents**

 Introduction to Pattern cutting : tools, equipment & work room.

 Measurement chart for Kids.

 Drafting of Adult bodice block.

 Drafting of Adult Sleeve block.

 **Drafting of Sleeves :-**

Set in (Puff. bell Sleeve, Leg “O” Mutton Sleeve. lantern. tulip) extension of bodice (Magyar and Kimono) Part of bodice (raglan & Saddle)

 **Drafting of Collars :-**

Peter Pan, Sailor, Cape, Shawl, Mandarin, Stand & fall. Convertible and roll.

 **Drafting of Yokes :-**

Straight, round, V-Shape in Seam, Torso

 Drafting of Petticoat

 Drafting of Kalidar Kurta

 Drafting of Kameez

**Semester-III**

**BVFT-206 :Lab Knitting Technology**

**M. Marks : 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam : 3 Hrs.**

 **Preparation of knitting samples (2 designs of each sample) and 3 samples of Machine Knitting.**

 Single jersey stitch

 Rib stitch

 Purl stitch

 Interlock stitch

 Float stitch

 Tuck stitch

 Under lap stitch

 Closed lap

 Open lap

 Jacquard

 **Two articles to be made by using any of the above stitches and one Article of Machine Knitting.**

** A visit to a knitting unit and report writing of the same**

**Semester – III**

**BVFT-207**: **Lab. Textile Processing**

**M. Marks : 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam : 3 Hrs.**

Textile processing (Lab Work)

1. Scouring of Cotton.
2. Bleaching of Cotton with Hydrogen Peroxide.
3. Mercerization of Cotton.
4. Dyeing of Cotton with direct, reactive.
5. Dyeing of Silk with Acid and Basic Dyes.
6. Printing of Cotton Fabric with Direct Style.
7. Finishing of Cotton Fabric with Softeners.
8. Finishing of Silk Fabric with Softeners.

**Semester-III**

**BVFT-208 : Lab. Fabric Artistry & Embroidery**

**M. Marks : 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam : 3 Hrs.**

Preparation of Samples with the following Techniques :-

 Types of embroidery

 **Hand Embroidery :-**

Basic Stitch, running back stitch, split stitch, simple couching, stem, satin, cross, blanket and crossed, button hole, feather, fly, herring bone, French knot bullion

 **Applique work :-**

Types of Applique

Raw edge applique, satin stitch applique, button hole applique, chain stitch, traditional applique work of India.

 **Patch work & quilting :-**

Introduction, tools material and techniques.

 **Mirror work :-**

Places in India, types of mirror stitches and design around the mirrors.

 **Bead work :-**

Bead & sequins work.

 **Lace work :-**

Types of hand and machine made lace attaching lace to fabric gathering lace, joining lace, making lace on the corners.

 **Smocking :-**

Stitches used - honey comb smocking.

 **White work :-**

Pulled worked cut worked and appliqué.

* **Two Articles based on any two techniques (Each).**

**Semester- III**

**BC- I: Business Communication –I**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Note:-**

**Paper setter will set nine questions in all. Question number one will be compulsory which will be from the entire syllabus. It will contain six short type questions. Students are required to attempt four questions from the remaining eight questions. All questions will carry equal marks.**

Business communication: Meaning, Basic forms of communicating, Communication models and processes, Effective communication, Theories of Communication; Audience Analysis.

Self –Development and Communication: Development of positive personal attitudes; SWOT analysis; Votes model of independence, Whole communication; Body Language: Kinesics, Proxemics, And Para Language. Effective listening: Principles of effective listening, Factors affecting listening exercise, Oral, written and video sessions.

Corporate communication: Formal and informal communication network, Business Miscommunication (Barriers); Improving communication, Practices in Business Communication; Group discussion; Mock interviews; Seminars; Effective listening exercises, Individual and Group Presentation; Report writing and its contents.

Modern Forms of Communicating: Fax, E-mail, Video Conferencing, etc.

**Recommended Books:**

1. Bovee and Thill: *Business Communication Today,* Tata McGraw Hill, New Delhi.
2. Ronald E. Dulek and Jhon S. Fielder, *Principles of Business Communication;* Macmillan Publication Company, London.
3. Randall E. Magors:  *Business Communication;* Harper and Row, New York.
4. *Webster’s Guide to Effective Letter Writing,* Harper and Row, New York.
5. Balasubramanyam: *Business Communication;* Vikas Publication House, Delhi.
6. Kaul: *Business Communication;* Prentice Hall, New Delhi.
7. Kaul: *Effective Business Communication:* Prentice Hall, New Delhi.
8. Patri V.R. *Essential of Communication;* Greenspan Publication, New Delhi.

**Semester-III**

**BVEPD: Export Procedures And Documentation**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs.**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question No. 1 which is compulsory. Question No. 1 will attempt of six short answer questions. All questions shall carry equal marks.**

Entering Export Business - Procedures and Formalities.

Key Documents Required in Export Business - A Detailed Discussion.

Aligned Documentation System.

Processing of an Export Order - Stages and Roles Played by Various Parties.

Methods of Payment in International Business.

INCOTERMS

Institutional Infrastructure for Indian Exporters.

Export Incentives and Schemes.

EXIM Policy

Management of Risk in Export Business

**References-**

 Khurana, P.K., Export Management, Galgotia Publishing Company.

 Joshi, R.M. International Marketing, Oxford Publications.

 Varshney, Bhattacharya, International Marketing, Sultan Chand & Sons.

 Pepsi Handbook of Indian Exports, Global Business Press.

 Rathore, B.S., Export Marketing, Himalaya Publishing House

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**ADVANCE DIPLOMA IN FASHION TECHNOLOGY**

**Semester – IV**

**w.e.f. 2016-17**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | | **Max. Marks** | | | **Exam Duration** | | |
| **1.** | **BVFT (211)** | Apparel Manufacturing Technology (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 2. | **BVFT (212)** | Quality Control Technology (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 3. | **BVFT (213)** | Fabric Sourcing and Marketing (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 4. | **BVFT (214)** | Export Management (Th.) | | 2 | | 2 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 5. | **BVFT (215)** | Pattern Making, Draping & Grading Techniques (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 6. | **BVFT (216)** | Garment Construction (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 7. | **BVFT (217)** | CAD – II (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| 8. | **BVFT (218)** | Product Development (Pr.) | | 3 | | 6 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **9.** | **BVFT (219 )** | Internship | | - | | - | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **10.** | **BM-I** | Business Management (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
| **11.** | **IM-I** | International Marketing (Th.) | | 4 | | 4 | | | **50 (40 + 10\*)** | | | 3 Hrs. | | |
|  |  | **Total Marks** | | **30** | | **42** | | **550(440 + 110\*)** | | | - | | |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 4th Syllabus is formed according to the QP Export Manager Level- 6**

**KURUKSHETRA UNIVERSITY, KURUKSHETRA**

**SYLLABUS SCHEME**

**B.Voc in FASHION TECHNOLOGY**

**ADVANCE DIPLOMA IN FASHION TECHNOLOGY**

**Semester – IV**

**w.e.f. 2016-17**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **S.No.** | **Paper No.** | | **Name** | | **Total Credits/ sem** | | **Contact Hours/ week** | | **Max. Marks** | **Exam Duration** | |
| **1.** | **BVFT (211)** | Apparel Manufacturing Technology (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 2. | **BVFT (212)** | Quality Control Technology (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 3. | **BVFT (214)** | Export Management (Th.) | | 2 | | 2 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 4. | **BVFT (215)** | Pattern Making, Draping & Grading Techniques (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 5. | **BVFT (216)** | Garment Construction (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 6. | **BVFT (217)** | CAD – II (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 7. | **BVFT (218)** | Product Development (Pr.) | | 3 | | 6 | | **50 (40 + 10\*)** | | 3 Hrs. |
| 8. | **BVFT (219 )** | Internship | | - | | - | | **50 (40 + 10\*)** | | 3 Hrs. |
| **Total** | | **Skill Component** | | **18** | | **30** | | **400** | | **-** |
| 9. | **BM-I** | Business Management (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **10.** | **IM-I** | International Marketing (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **11.** | **BVFT (213)** | Fabric Sourcing and Marketing (Th.) | | 4 | | 4 | | **50 (40 + 10\*)** | | 3 Hrs. |
| **Total** | | **General Education Components** | | **12** | | **12** | | **150** | | **-** |
| **GRAND TOTAL** | | **Skill Component and**  **General Education Components** | | **18 + 12 = 30** | | **30 + 12 = 42** | | **400 + 150 = 550** | | **-** |

**\*Internal Assessment**

**One Credit Point for Theory = 1 Hour Contact Time/ Week**

**One Credit Point for Practical/Workshop = 2 Hours Contact Time/ Week**

**Semester 4th Syllabus is formed according to the QP Export Manager Level- 6**

**Semester-IV**

**BVFT-211: Apparel Manufacturing Technology**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question No. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions Q No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit - I**

* Organization ofApparel industry.
* Structure and sectors of Apparel industry.
* Factors affecting the structure.
* Design department-forecasting, designing, collection planning.
* Sampling department- Pattern making, grading and sampling technology, construction of sample garment.
* Marketing department- calendar, pricing, product planning, costumer, merchandising and sale.

**Unit - II**

* Purchase department- supplies, prices, store keeping, inventory management.
* Finance department- Information management, administration, costing, budgeting.
* Dispatch department.
* Garment Inspection using different methods.
* Applying quality assurance programmers in fabric department, cutting, production and finishing department.

**References:**

1. “Apparel Production Terms and Process” By Janace Bubonia
2. “Apparel manufacturing-Sewn Product Analysis” By Ruth E. Glock and Grace Publisher Prentice.
3. “Guide to Apparel Manufacturing” By Peyton B, Hudson, Publisher Blackwell.
4. “Fashion Concept to Consumer” By Gini Stephens Frings, Publisher Pearson.

**Semester-IV**

**BVFT-212: Quality Control Technology**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question No. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions Q No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit-I**

* Quality Control- Definitions of Quality, Inspection, Quality Control.

General Steps in Quality Control

* Establishment of raw material specifications for quality with respect to Fabric, Threads, Buttons, Metal Hooks, Zippers etc.
* Checking or Inspection Procedure of Incoming Raw Material.

Receiving Quality Control.

Lab Testing Dept. Control.

Checking Instruments.

* Cutting Quality Control - Quality Specifications for Marking, Quality Specifications for Cutting.
* Stitching Quality - Seam & Stitch Quality, Sewing Quality with respect to Puckering, Gathering, strength of Seam, Thread Breakage Needle Heating.

**UNIT - II**

* Pressing Quality Control - Shrinkage of Fusing, Quality of Fusing.
* Packaging Quality Control - Quality Specifications of garments in merchandising, storage & shipment.
* Quality Control of Finished Garments - Checking for Fit & Size, Areas of the garments to be Inspected, How to classify & act on various defects.

Critical, Major & Minor Defects.

* Role of Quality Examiner in different stages of production.
* Functions of Quality Control Department.

**References**

1. Vilensky, “Textile Science,” CBS Publisher, New Delhi, 1999.
2. Grosicki, Z: “Watson’s Textile Design and Colour” Blackwell Science U.K., 1998.
3. Norman Hollen and Jane Saddler “Textiles” Second Edition. (1949), The MacMillan Co.NewYork. Collice- MacMillan Ltd London.
4. Sara.J. Kadolph and Anna L.Lanford Eight Edition (1993), Catologing Publications.
5. Bernard P. Corbman, Textiles Fibre to Fabric, McGraw, Hill International Editions, (1993), Catologing Publications.
6. Katharine Paddock, Textiles Fibres and their use – Sixth Edition (1954) Oxford and IBM Publishing Co. Calcutta, Bombay, New Delhi
7. Mishra S.P., “A text book of Fiber Science and Technology, New Age Intt.,  
    Delhi 2000.
8. Goswami B.C. “Textile Yarns”, Technology, structure and Applications”, Mc gram Hill.
9. Pizzoto’s J.J., “Fabric Science,” Fair Child Publication, New York.

**Semester-IV**

**BVFT-213: Fabric Sourcing and Marketing**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question No. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four long questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions Q No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit-I**

* Definition, Nature and Scope of Marketing, Theory of Comparative advantage, Trade Barriers.
* Difference between Internal and External Marketing.
* Product selection, Need and Scope of Product selection, Methods of Product selection, Adaptation, Methods of product Adaptation.
* International Market Research.

**Unit-II**

* Market Identification
* Market Segmentation
* Export Finance
* Product Pricing
* Channels of Distribution
* Marketing Channels, retailing and its types, Wholesaling.
* Pricing Objectives and Pricing methods.
* Digital marketing and packaging – role of digital marketing.

**Reference:**

1. Jeannette, Guerreiro & Judelle (1987) Inside the Fashion Buying. Macmillan Publishing. Co.
2. Greenwood & Murphy (1978). Fashion Innovation & Marketing. Macmillan Publishing. Co.
3. Easy, M. (1994). Fashion Marketing. Blackwell Science
4. Kotler Phillip (2000) Marketing Management Prentice Hall.
5. Kotler Phillip, “Marketing Management” Prentice Hall, New Delhi, 2000.
6. Elaine stone, Jean A Samples, “Fashion Merchandising” MC Graw Hill Book, 1985.

**Semester - IV**

**BVFT- 214: Export Management**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**Unit - I**

* Define – Import and Export.
* Export Finance - Type of pre and post – shipment finance – fund and non-fund based.
* Import Finance - Types of import finance including LC’s, supplier’s credit, buyer’s credit, Trust Receipt, Term Loan & Cash credit
* India’s Foreign trade and policy.
* Theories of Foreign Trade.

**Unit - II**

* Introduction to international trade logistics.
* Transportation - Various mode of transportation for logistical operations; Importance of transportation decision, types of transport mode and modal characteristics; Issues shaping the choice of mode of transportation; The transportation principles, functionality, cost issues, participants in transportation decisions; Factors affecting the choice of mode of transportation; transport mode selection for international transportation operations
* Ocean Transportation - Factors affecting the choice of ocean transportation, Export and import cycle; port community system (PCS).
* Air Transportation - Factors affecting the choice of airfreight transport in India
* Preparation of project report - Areas to be covered, e.g. marketing, finance, operations, etc.; Annexures relations to financials, Checklist of documents to be enclosed.

**Reference Books:**

1. Jeevanandam C “Foreign Exchange: Practices Concepts and control” Sultan chand Publications, 2002.

2. Foreign Trade Policy: Hand book of Export Procedure and Annual of the Ministry of Commerce, Government of India.

3. Export and Import Manual, Nabhi Publications, New Delhi.

4. World Development Indicator, World Bank Publication

5. CMIE Report

**Semester-IV**

**BVFT-215: Lab Pattern Making, Draping & Grading Techniques**

**M. Marks: 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam: 3 Hrs.**

 Drafting of basic Skirt block.

 Drafting method of different types of Skirt:-

A-Line, Godet, Gored, Full Circular, Pagged

 Preparation of Commercial paper Pattern of basic Skirt and Trouser.

 Introduction to draping and its importance in the field of Fashion Designing.

 How to do draping of basic bodice.

 Draping of waist midriff.

 Draping of basic Skirt block-Front and Bock.

 Draping of Top with Princess - line.

 Draping of Cowl Neck line.

 Draping of Skirt with Flare.

 Draping of Skirt with cowl.

 Introduction to Grading

 Grading of basic Skirt block.

 Grading of basic dart less bodice.

 Grading of Sleeve block.

 Grading of Trouser.

**Semester-IV**

**BVFT-216: Lab. Garment Construction**

**M. Marks: 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam: 3 Hrs.**

 Dart manipulation with Kalidar Kurta

 Circular Skirt

 A Line Skirt

 Jump Suit

 Jacket

 Lehanga with designer Blouse

* Trouser

**Semester-IV**

**BVFT-217: Lab. CAD-II**

**M. Marks: 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam: 3 Hrs.**

 Draw 3 profiles of female flesh figures.

(front, side, 3/4th)

 Design a nursery print.

 Design an executive wear along with accessories.

 Pick up a costume worn by famous fashion model, seen her figure and re design the texture and the colour combination of the dress.

 Design a mood/story board according to the selected theme (both paper and computer assignment.

 Create Prints, texture, repeats, colour ways using own label.

**The software can be any from the following:-**

a) Lectra

b) Tuka Tech. Inc., U.S.A.

c) Gerber Garment Technology (GGT)

**Semester-IV**

**BVFT-218: Product Development**

**M. Marks: 50**

**Pr. – 40**

**Int. Ass. - 10**

**Duration of Exam: 3 Hrs.**

Develop a product range and present the same on the basis of the following:

1. Theme Selection

2. Initial Concepts

3. Research & Sourcing

4. Illustration through all the stages of Design Process

5. Design Development.

6. Exhibit / showcase

**Semester – IV**

**BVFT- 219**: **Internship**

**M. Marks: 50**

**Pr.: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 Hrs**

* A compulsory internship for one month in an Export House.
* Report writing of the same
* Viva

**Semester - IV**

**BM – I Business Management**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT - I**

* Definition of Management : Characteristics of Management, Principles of Management, Management Functions, Management Levels, Difference of Mgt/ Adm.
* Planning : Definition of Planning, Nature of Planning, Steps of Planning, Limitations of Planning, Types of Planning
* Decision Making: Features & Meaning of Decision Making, Types of decision making, and techniques of decision making, problem management process of solving problem, Techniques of Solving Problem.

**UNIT - II**

* Authority - Concept of Authority, Concept of Power, Difference between Authority & Power, Concept Responsibility, Delegation & Decentralization, Difference between Delegation & Decentralization
* Delegation- Meaning, Obstacles Decentralization – Factors.
* Motivation- Features, Techniques, Moral Building Theories

Referance:-

1. R.K.Singla, Principles of Business Management.
2. Sandeep Garg, Business Management.

**Semester-IV**

**IM - I: International Marketing**

**M. Marks: 50**

**Theory Exam: 40**

**Int. Assessment: 10**

**Duration of Exam: 3 hrs.**

**Instruction for the examiners**

The examiner will set nine questions in all. All the questions will carry equal marks. Question no. I will be compulsory consisting of 5-10 short type questions and will be set from unit I and unit II, four questions from each unit will be set.

**Instructions for the candidates**

The candidates are required to attempt five questions. Q.No. I will be compulsory remaining four questions will be attempted by selecting two questions from each unit.

**UNIT-I**

International marketing: Nature, Definition and scope of international marketing; domestic marketing vs. international marketing; international marketing environment-economic, cultural, political & legal environment; Identifying and selecting foreign market; Foreign market entry mode decision.

**UNIT-II**

Product planning for international market: Product designing; standardizing vs. adaptation; branding and packaging; Labeling and Quality issues, after sales services.

International pricing: Factors influencing international price, pricing process methods; international price quotation and payment terms.

**References:-**

1. Bhattacharya R.L. and Varshney B, International Marketing Management; Sultan Chand, New Delhi.
2. Bhattacharya B: Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W.J: Multinational Marketing Management, Prentice Hall, New Delhi.
4. Kriplani V: International marketing: Prentice Hall, New Delhi.
5. Taggaet J.H and Moder Mott M.C. The Essence of International Business; Prentice Hall, New Delhi.